

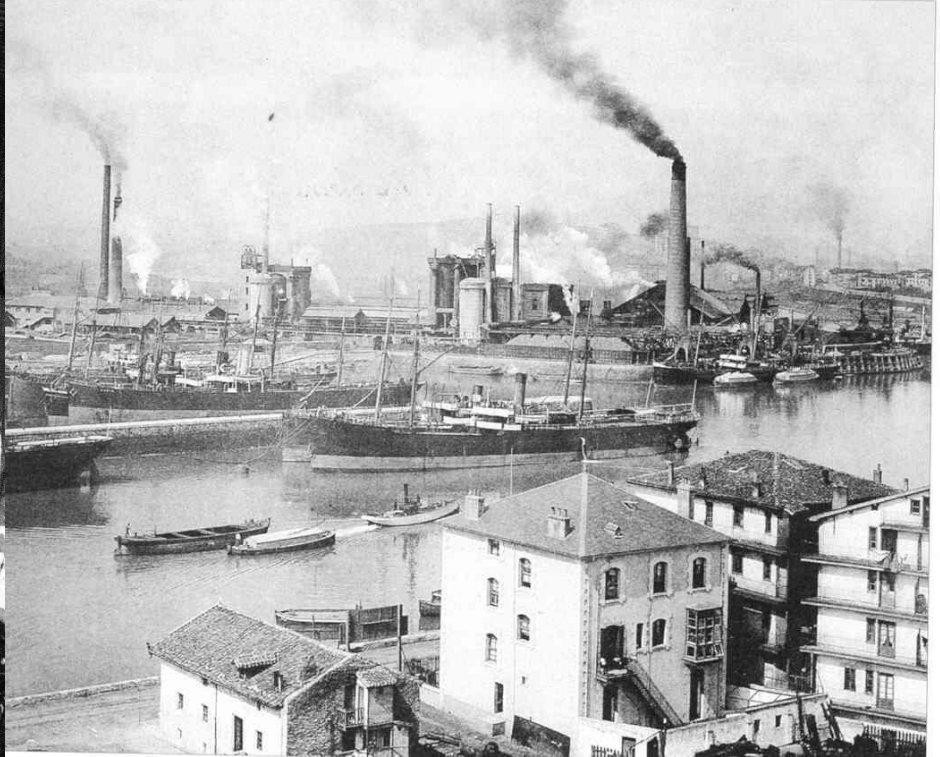
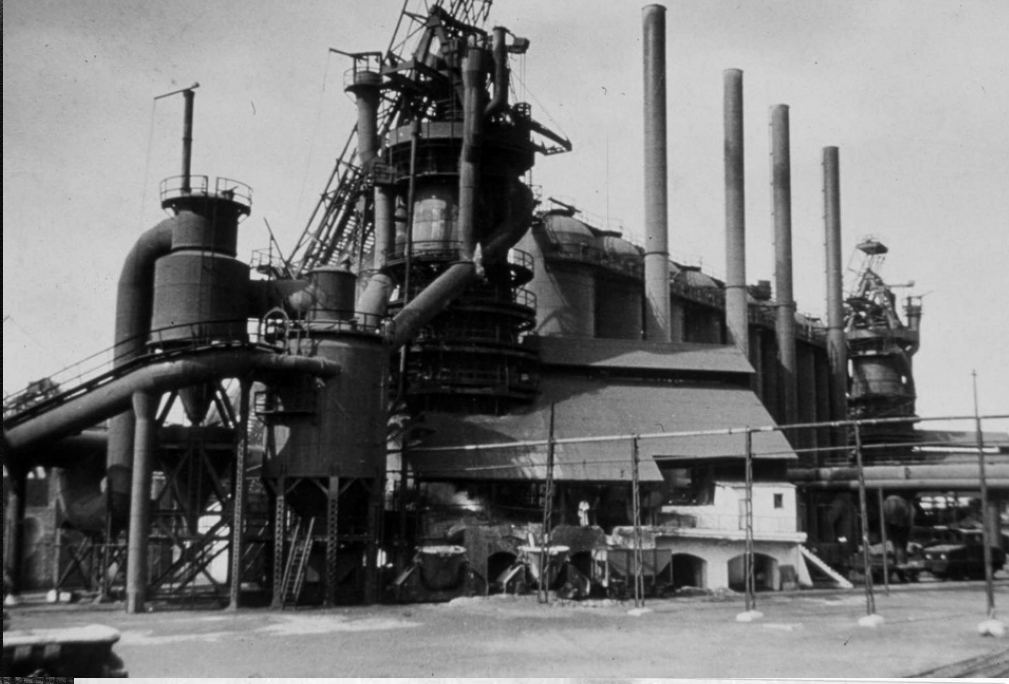


# From Infrastructures to Values: The Success Story of Bilbao

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# 1980's, the **DECLINE** of **INDUSTRY**





# BILBAO, THE **METROPOLITAN** AREA

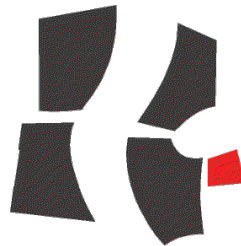


**30 municipalities**



# THE REVITALIZATION PROCESS

- ✓ Metropolitan Bilbao develops a Revitalization Plan
- ✓ The Plan shapes the success vision
- ✓ Public and private actors engage in a strategic conversation
- ✓ Metropolitan Bilbao builds social capital



B I L B A O  

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*Metropoli-30*

# Critical Issues in 1990

- Human Resources
- Advanced Services
- Mobility & Accessibility
- Environmental Regeneration
- Urban Regeneration
- Cultural Centrality
- Public - Private Partnership
- Social Welfare





**Culture**



**Urban**



**Transport**



# STRATEGIC PROJECTS





# Rediscovering the **Waterfront**

**A**bandoibarra





# Abandoibarra







**Euskalduna** Music and Concert Hall



# Iberdrola Tower

165 m

41 floors

50,000 m<sup>2</sup>

2011





# Enlargement of the Port





# Bridges, connecting the city







# Environmental Regeneration **of the River**







**Bilbao Exhibition Center - BEC**

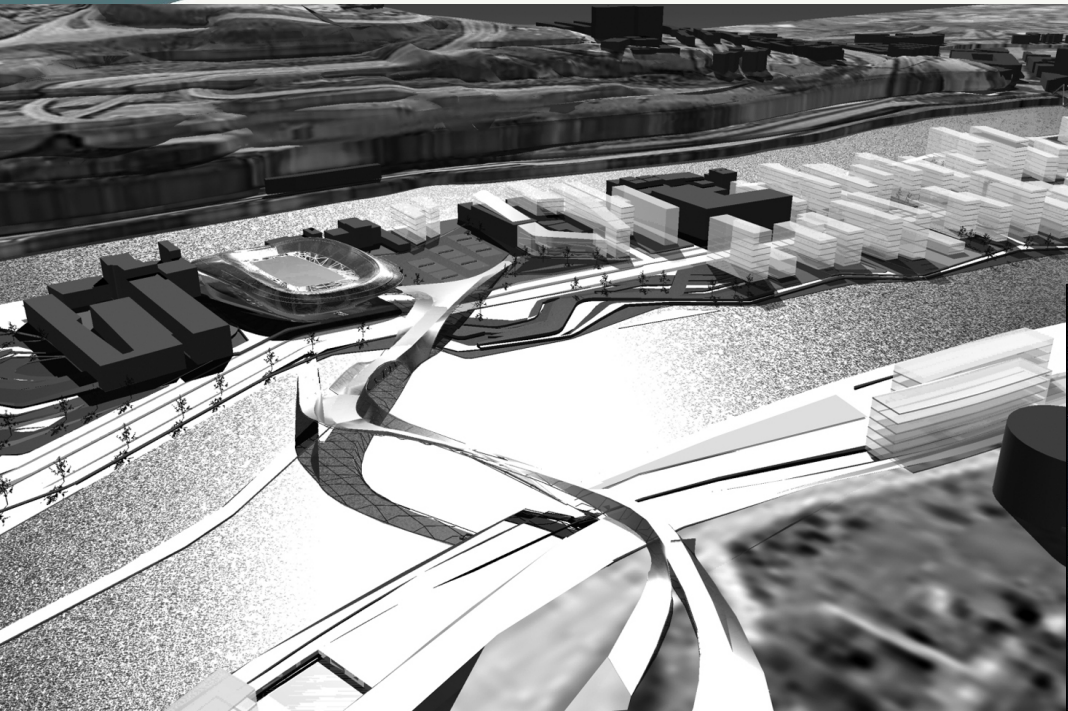


Zorrotzaurre





# ZORROTZAURRE



# Airport





# The new Tram











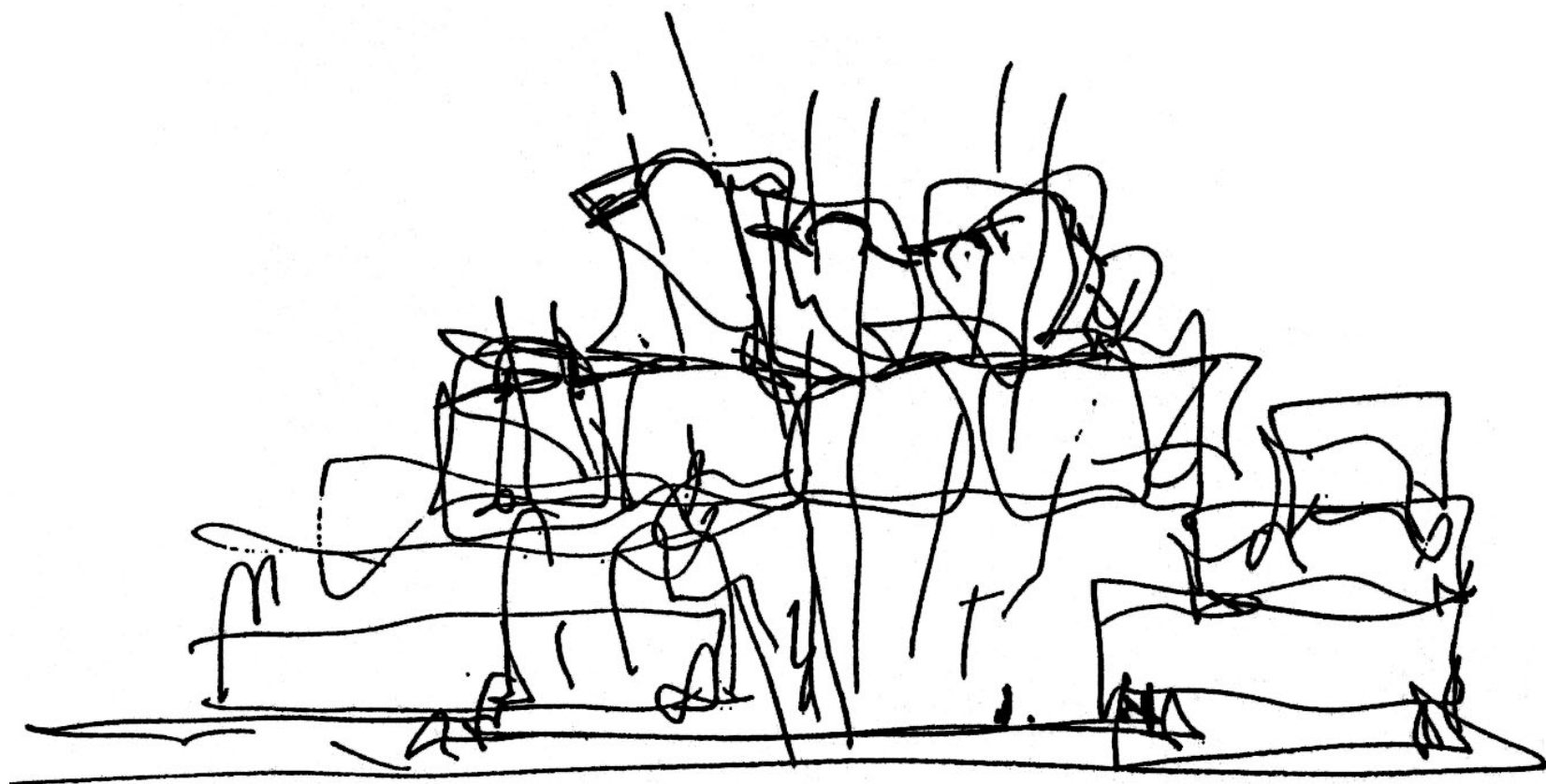


- 1 Zabalburu
- 2 Ametzola
- 3 Autonomia
- 4 Bizkaia Hanging Bridge





XI 1995  
11-11-95









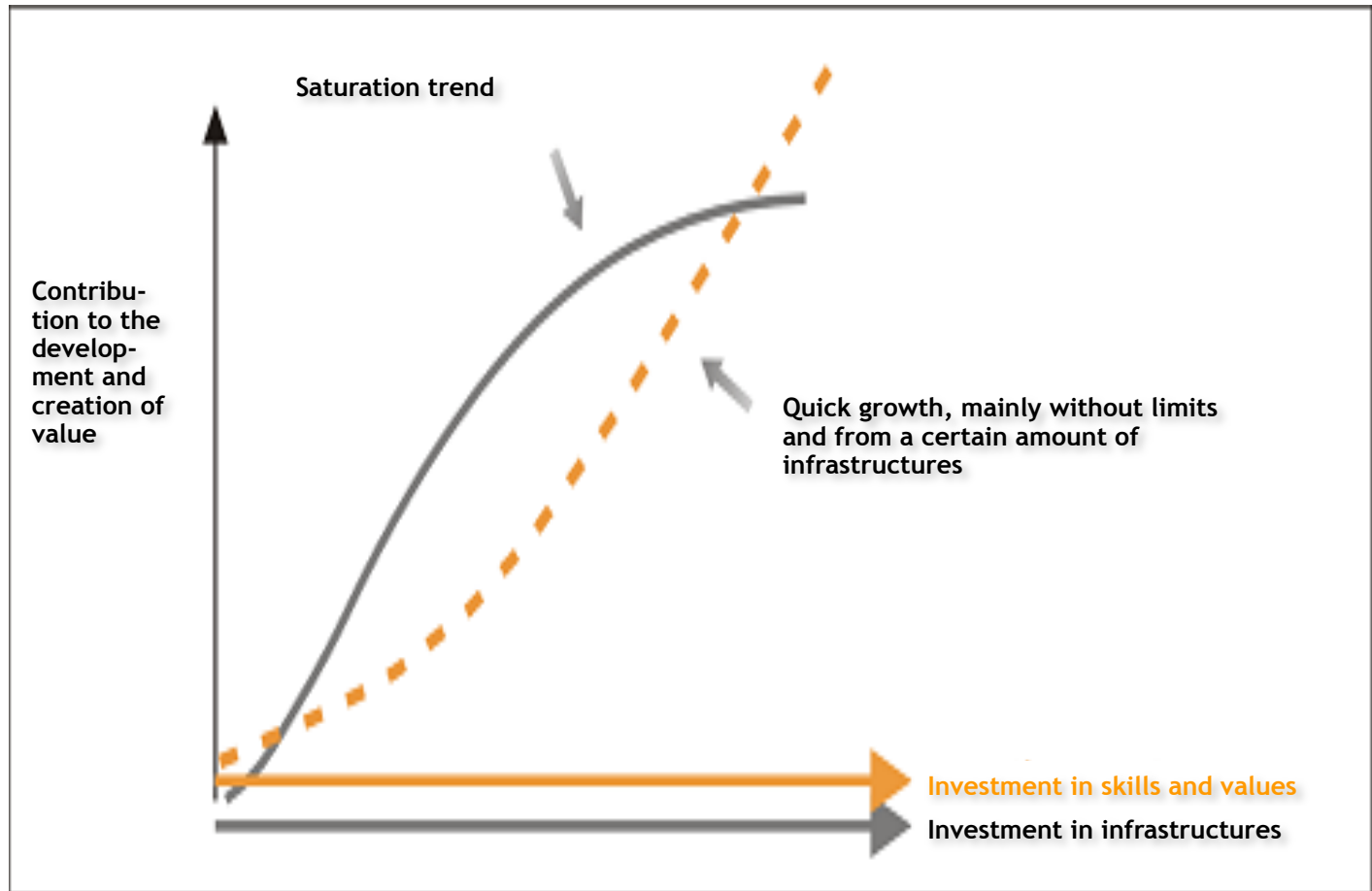








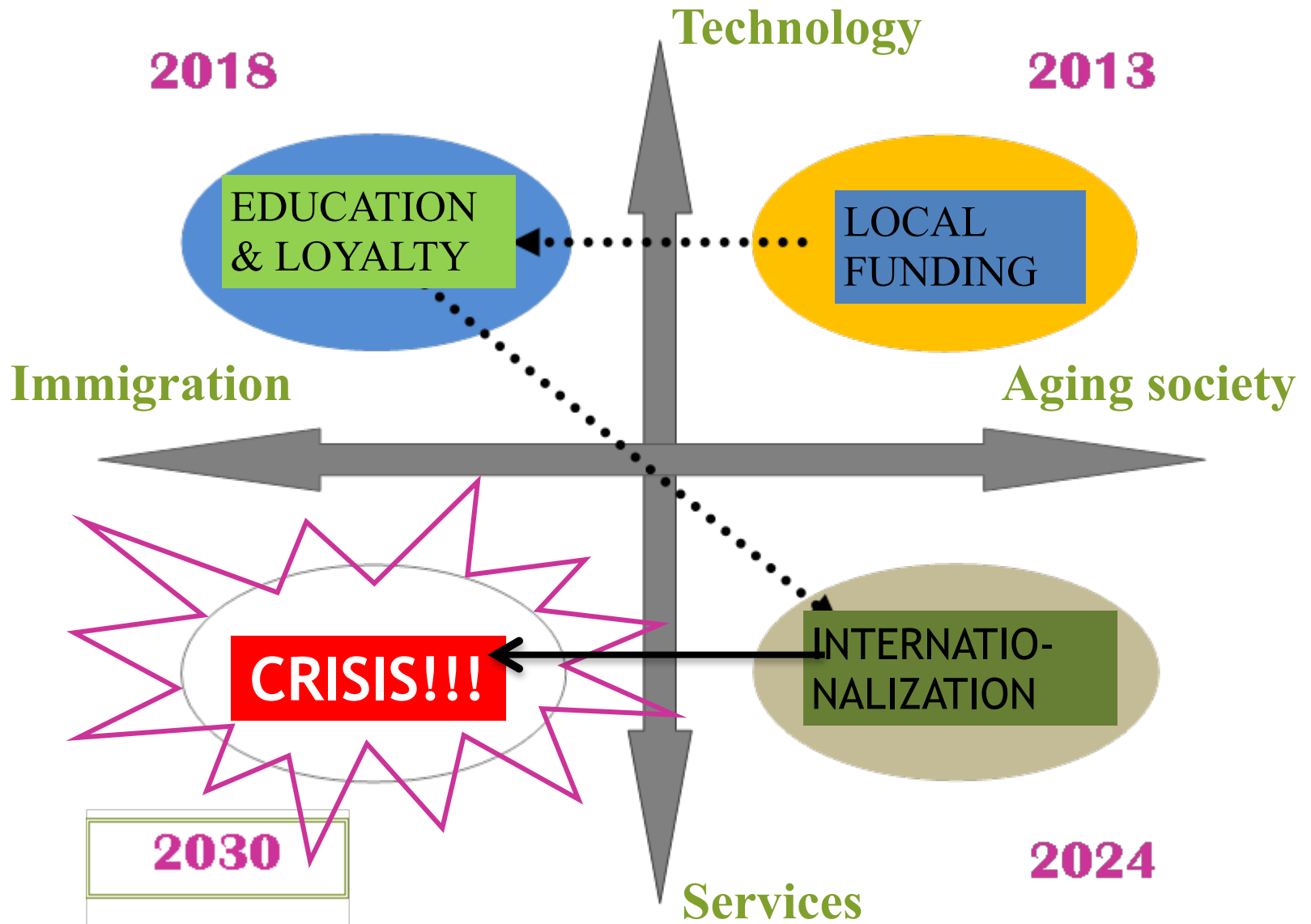
# From Infrastructures to values



# The future of European cities







**Identity** who's the city for?



**Networking** allies or competitors?

**Image** what does the  
world think of my city?



**Openness** what will be your  
grandchildren's nationality?

# Thank you!

Alfonso Martinez Cearra

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